

Pensacola Magazine MEDIA KIT



ANNUAL *WEDDING* *EDITION* 2023

*Advertise Your Brand in
the 2023 Weddings issue of
Pensacola Magazine!*

Every year, recently married brides clamor for the enviable shot at being featured on our highly anticipated cover, while brides-to-be eagerly await the local advice and artistic photo spreads bursting with inspiration inside. Few are the local wedding resources as ubiquitous and useful as this one, with 5,000 mail subscribers and a general readership of over 40,000.

*Want to raise awareness for you wedding business?
You can't get much better positive exposure than this!*

— FOUR SIZES TO MEET YOUR ADVERTISING NEEDS —

AD PRODUCTION

Production services are available. Artwork provided must be original photographs, illustrations or electronic files at 300 dpi. Please have logos, photos, copy and any other materials needed to produce your ad **one week before** the advertising deadline to allow for design time and approval.

WARNING: Low-resolution images do not print well.

Many images, particularly 72 dpi JPEGs taken off the Internet, look blurry when printed. For best results, we recommend that your images be at least 300 dpi.

FULL PAGE

White Border – 8" X 10.5"

With Bleed – 8.75" X 11.25"

**Please note that on full page ads,
the live area is 8 x 10.5.*

1/2 PAGE

Horizontal – 8" X 5.125"

Vertical – 3.875" X 10.5"

1/4 PAGE

Horizontal – 3.875" x 5.125"

1/8 PAGE

Horizontal – 3.875" X 2.4375"

For more information, contact a Ballinger Publishing Sales Executive:

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Notes:

RATES & AGREEMENT

Full Page	\$1500	Back Cover	\$1895
1/2 Page	850	Inside Front	1795
1/4 Page	600	Inside Back	1750
1/8 Page	350	Page 3	1750
		Center Spr.	3495

Published
April 1, 2023
Mailed to 5,000
subscribers
Available in 450
locations locally
Shelf Life
for 1 year

**FULL PAGE
WITH BLEED**
8.75 X 11.25
*Please note that
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8 x 10.5

**FULL PAGE
WHITE BORDER**
8 X 10.5

RATES: Rates are Agency Commissionable to authorized agencies where placement originates. Rates above are per month, per insertion. First time advertisers must pay half of the first insertion at proofing. The remainder of first insertion will be billed at publication time. Each insertion thereafter will be billed at publication time.

COMPOSITION: Ad design fee of \$50 minimum. Ads built by Ballinger Publishing's in-house design team may undergo a maximum of 3 proofs at the discretion of the designer. **Ads should be built to 100% of their actual size at a resolution of 300ppi.**

SUBMISSION: Content for ad builds should be sent to the designer no fewer than 3 days before the set ad deadline. Please submit your high resolution ad to advertise@ballingerpublishing.com.

1/4 H
3.875
X
5.125

1/4 H
3.875
X
5.125

1/2 H
8 X 5.125

1/8 H
3.875 X 2.4375

1/8 H
3.875 X 2.4375

1/2 V
3.875 X 10.5

1/4 H
3.875
X
5.125

ADVERTISING AGREEMENT

It is agreed that you are authorized to place advertisements in **PENSACOLA MAGAZINE Annual Wedding Edition**.

Advertiser (Corporate) Name	Billing Address
Advertiser Email	Billing Email
Phone #	Advertising Agency & Contact Info

Ad Size	Horizontal or Vertical	Build/Print Ready/ Re-Run/Revise	Gross Rate Per Insertion
Agency or Other Discount	Net Per Insertion	Contract Total	

Credit Card

CC Number: _____

Expiration Date: _____ Code: _____

Signature: _____

TERMS: It is agreed that BALLINGER PUBLISHING may not raise the stated advertising rates during the period of this contract, nor may the advertiser cancel during the agreed term of this contract without a shortrate. **SHORTRATE:** If a cancellation must be made by the advertiser, a letter of cancellation must be received by BP 45 days prior to the printed deadline date of the next publication. Shortrate will be billed at a frequency rate according to the number of insertions in *PENSACOLA MAGAZINE* the advertiser has actually accrued. In the event that litigation is initiated, the contract will be forced through the completion of contract whether or not all of the insertions were actually run. In the event that litigation is initiated, client agrees to pay all attorney fees for any and all legal action, law suits, and judgements. All print-ready materials submitted to BP are accepted upon the express condition that the advertiser agrees to hold BP harmless from any and all claims arising out of or relating to copy, copyrights, trademarks or mistakes in ad either photographic or copy, or that the use of any name or other material in any advertisement that is illegal, unauthorized or damaging in any way to any person or name or other legal entity. Billing is due upon receipt. All contracted advertising will be billed in advance. Balances unpaid after the 30th of the month are subject to a 1½% per month (18% annually) finance charge. The advertiser agrees to pay a finance charge, of 1½% per month (18% annually). The advertiser agrees to pay all legal fees, court and/or collection costs on balances delinquent over 30 days.

Advertiser Authorized Signature	Advertiser Authorized Signature (printed)	Date
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